



when life gives you
sour lemons, make lemonade.

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I've set up Sour Lemons because I want more young people from backgrounds like mine, to have access to the same opportunities that helped me to succeed.

Over the last ten years I have turned my life around, brick by brick, and taken those sour lemons and made my own version of lemonade. At 14 I found myself broken, living by myself, with an addiction and hidden away from my friends and family. Today I am a leader, a creative producer and a founder of my own charity.

I have chosen to use my story to inspire and motivate the next generation of young leaders to aim high and to do the same with their life experiences. It doesn't matter where you started in life, what matters is where you are heading to.

The Creative Leadership Programme is my first project under Sour Lemons and I am looking for 12 young people who are willing and able to make that leap and become leaders within the creative industries. I hope you enjoy reading this as much as I have enjoyed pulling it together. This is the most exciting and ambitious project I have developed so far and I am looking forward to you coming on this journey with me.

Are you ready to make some lemonade?

Sade Brown

Founder, Sour Lemons



Creative Leadership Programme

You will gain the skills, experiences and networks needed to create your own opportunities and career pathways within the creative industries. Across the programme you will be exposed to over 15 different organisations, who will teach you skills like budgeting, producing, marketing and fundraising. We will eat dinner together once a month with an inspiring leader at the top of their game, who will share with us their secrets to success. You'll get a mentor who will work with you during the programme and for six months afterwards. We'll go on creative trips together to watch theatre, visit exhibitions and experience live music and festivals and there will also be three full day bootcamps that include creative workshops and CV development. Towards the end of the programme, you will also get the opportunity to work as a team to design, plan and produce your own event for a live audience.

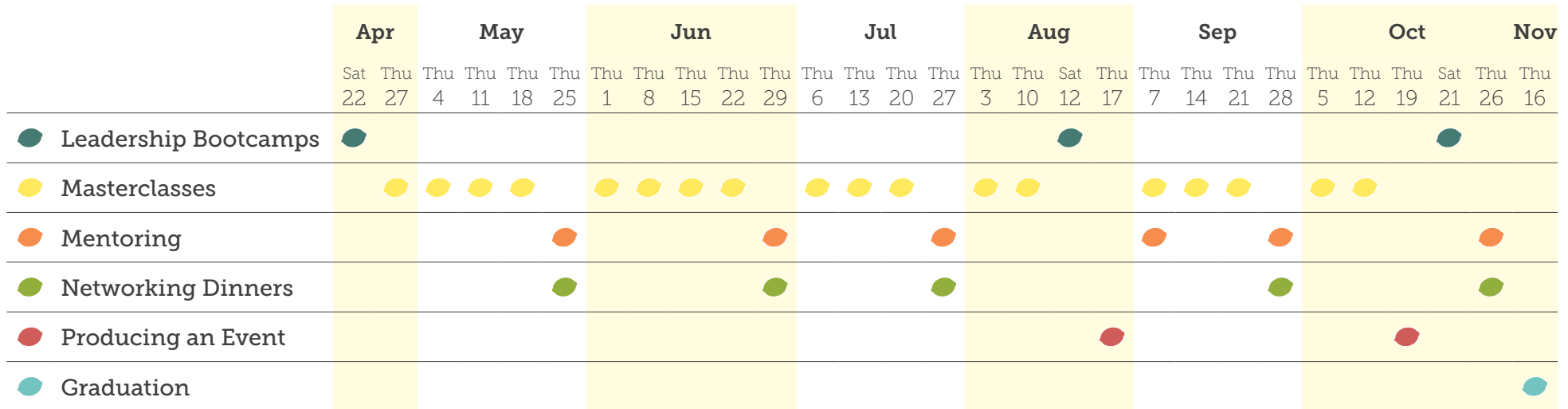
To join the programme, you must be:

- Aged 18-25
- Living in London
- Willing to learn and try out new things
- Interested in a career in the creative industries
- Not currently studying at university
- Able to commit to all of the dates (see next page)



The Commitment

The programme will last six-months and will run in the evenings and at the weekend to fit around work or other commitments.



● Leadership Bootcamps

Full day Saturday workshops at the beginning, middle and end of the programme. These workshops will be led by creative artists who will help you to develop your public speaking skills and present your own ideas to different audiences. You will also work with employment experts to expand your CV and practice interview techniques.

● Masterclasses

Every Thursday evening we will visit a different organisation across London for a two hour masterclass. The sessions will either give you a skill, like managing a budget or creating a marketing plan, or an insight to their area of expertise, like understanding social enterprises, how curators put on gallery exhibitions and what it's like to produce a festival that attracts 36,000 people. Organisations already signed up include The Roundhouse, Livity, The Lyric Hammersmith Theatre, The Barbican Centre and UnLtd.

● Mentoring

When you join the programme, you will be given a professional mentor that will be matched to your skills and experiences. They will support you to set goals, research career pathways and offer advice and guidance as you navigate your way through the programme. Mentoring sessions will happen once a month and will continue for six months once you have completed the programme.



● Networking Dinners

Once a month, we will have dinner with a special guest who will give a talk about their career journey, how they made it, what barriers they've overcome and how they became successful. While we eat together, we will debate and discuss their experiences and decide for ourselves, what makes a great leader. We will also be joined by all of the mentors on the programme, so this will be an opportunity for you to meet a wide range of interesting and engaging people. Speakers include Josie Rourke, Artistic Director of The Donmar Warehouse Theatre, Gary Elden, CEO of STthree and Michelle Morgan, joint CEO of Livity.

● Producing an Event

You will have the opportunity to work in groups to pitch an idea for an art event to a panel of judges. The judges will select their favourite idea and both groups will join forces to produce the event together. You will be given a venue and a budget to create your event for a public audience in October.



● Creative Trips

There are so many creative things to do and see in London. Together we will experience a diverse mix of cultural events and meet the artists behind them. Trips include a spoken word UK Garage show, a classical orchestra, an exclusive exhibition viewing and a cross-art takeover festival. Each experience will be totally different and we will explore why artists make art and the decision-making process that they go through.

● Graduation

This is your time to shine! After six months of exploring, debating, experimenting and growing, you will have the opportunity to creatively present what you have learned to a room full of industry professionals. We will celebrate your achievements together and look back at the fun times and hard work over the last six months!



At the end of the programme you will:

- Develop the qualities of a great leader
- Recognise what makes you brilliant and how you can transfer your life experience into business skills
- Articulate and use your personal story to motivate others
- Have access to a network of professionals and creative organisations
- Have a strong knowledge of the creative industries and which roles are available to you
- Create a strong network of peers, friends and collaborators
- Create a self-development portfolio and set your personal career goals
- Receive an Arts Award Silver Qualification
- Question the role of art and the impact it can have on communities
- Design, develop and produce a creative event for a public audience.



**Apply
now**

**The deadline for applications is Tuesday 4th April at 12pm.
If you are successful, you will be invited to join a selection day
on Saturday 8th April from 12pm.**

You can apply now on the [Sour Lemons website](#).

**If you have any questions, please get in touch with Sade at
sade@sourlemons.co.uk or tweet us [@sourlemonsuk](https://twitter.com/sourlemonsuk).**

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